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*In the US, the Democratic Party presidential candidate, Barack Obama, is to run a half-hour advertisement on a range of American TV networks tonight. The extensive advertising effort will be followed by a joint rally with Bill Clinton in Florida. Justin Webb reports:*

It's not **unheard of** for American politicians to buy **large chunks** of television time. The **maverick** millionaire Ross Perot did it in 1992 and **gained respectable audiences**.

But, Barack Obama's **blitz** tonight is **audacious**. Only one of the major TV networks, ABC, is not running the half-hour film. The Fox network has arranged that the fifth game of the World Series baseball, one of America's biggest sporting events, will be delayed to accommodate the Obama broadcast.

The advertisement has **been weeks in the making** and Obama campaign will pay several million dollars for the right to have it shown. But the money is **a drop in the ocean** - they are taking in that **sum** almost every day.

John McCain cannot afford to put on such a show himself, the fact that he is using to his advantage. Mr McCain told supporters, 'when I am president no-one will delay the start of the World Series with an **infomercial**'.

Justin Webb, BBC News, Washington

## Vocabulary and definitions

<b>unheard of</b>	something that has never happened before
<b>large chunks</b>	a lot of, many slots
<b>maverick</b>	someone who thinks and acts in an independent way, often behaving differently from what is expected from them
<b>gained respectable audiences</b>	many TV viewers watched the broadcast
<b>blitz</b>	here, an extensive advertising effort that is a high point in Obama's pre-election activity
<b>audacious</b>	bold, daring, fearless
<b>been weeks in the making</b>	taken several weeks to make
<b>a drop in the ocean</b>	here, a very small amount of money compared to the overall spending by the Democrats on this election campaign
<b>sum</b>	here, amount of money
<b>infomercial</b>	an advertisement which is like a normal TV programme because of its length and style; a presentation which presents a large amount of information to persuade to a point of view (the word is a portmanteau, or combination, of 'information + commercial')

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